

# Serie C - Girone A - Novara vs Internazionale II

DATE: Sunday, January 4, 2026  
LOCATION: Monza, Lombardia, IT

## Event Description

Serie C - Girone A - Novara vs Internazionale II is a premier sports event in Monza. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports

**Importance Rank:** 63/100

**Expected Attendance:** 4,238 people

**Event ID:** 34bYsUuHnqogAsuuNs

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,695 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*